

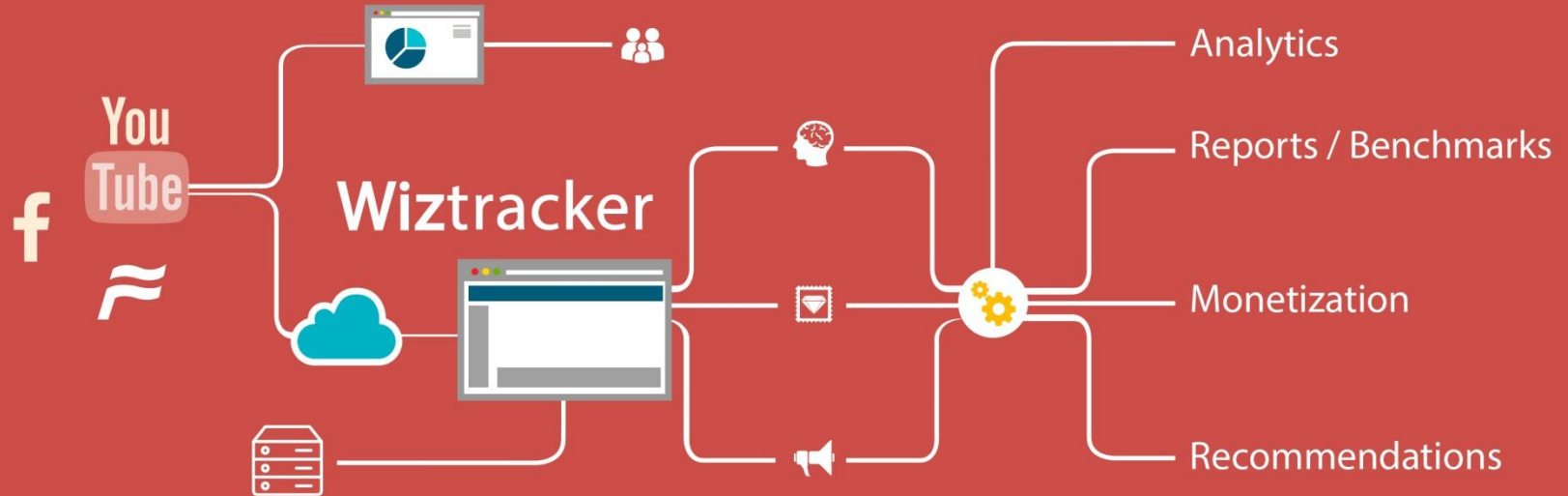
TOP 2014 BRANDS & VIDEOS

Top 10 Brands have generated over 3 billionsviews in 2014 and have gathered more than 7.6 millions new loyal subscribers.

Data collected during the year by Wiztracker, a powerfull YouTube statistics tool developped by Wizdeo, allow us to present you 2014 Top Brands and associated Videos.

Based on Wiztracker.net

What is Wiztracker ?



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A powerful statistic tool for tracking and analyzing YouTube channels

- * In-depth real-time KPIs for your channel and your videos
- * Detailed benchmarks to compare your channel with your peers and competitors
- * Relevance and performance monitoring of your programming
- * Best partners identification for future collaborations on YouTube

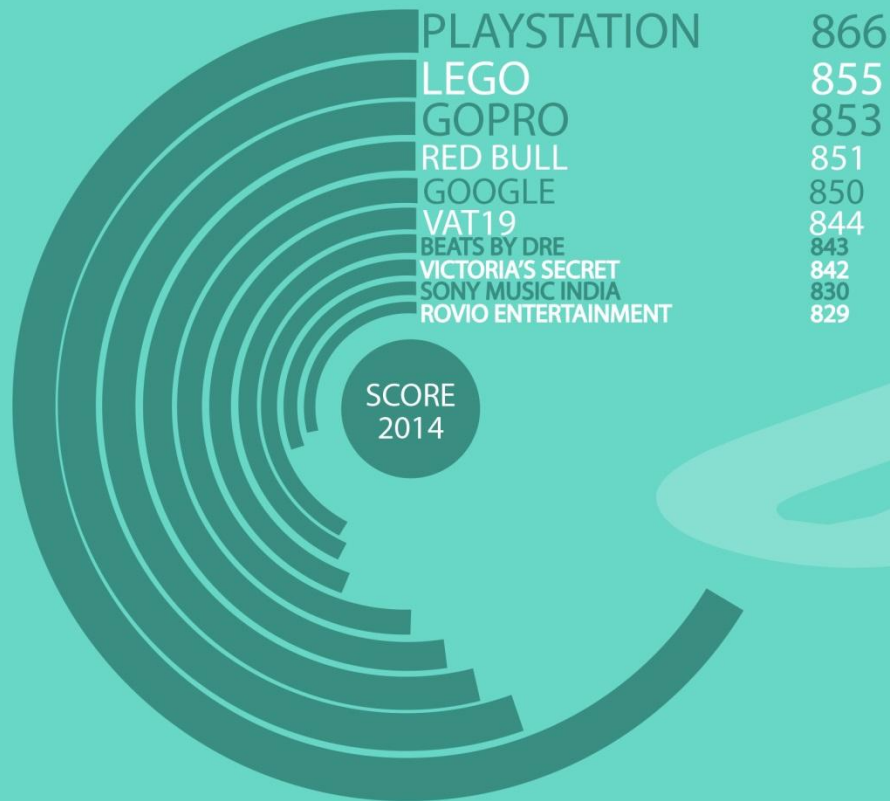


TOP BRANDS

based on Wiztracker

SCORE

Wiztracker's Score is based on channel's long term and short term views and subscribers which allow a true dynamic ranking for over performing Brands



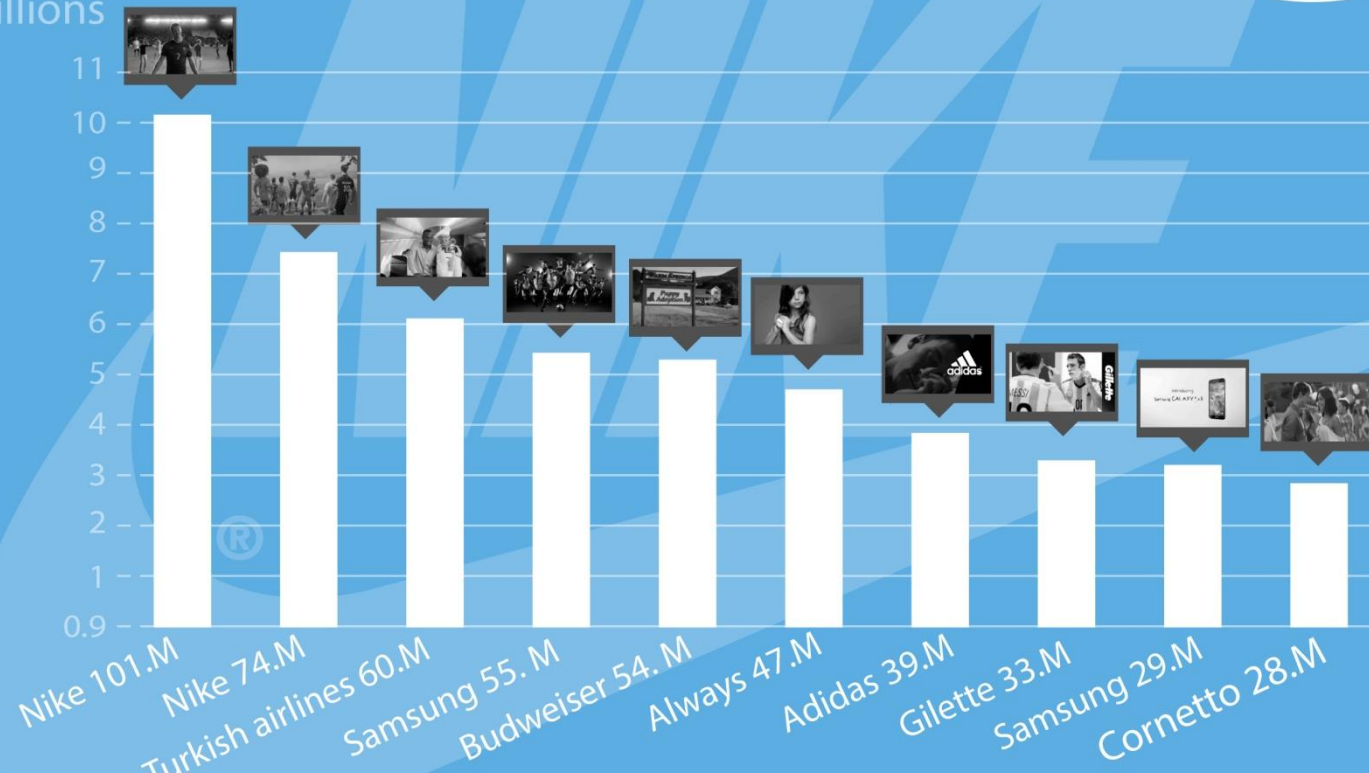
TOP 10 VIDEOS



published in 2014

With
more than
175 millions views,
Nike gets over **33% of**
Top 10 Brands total
views !

Views
in millions



1



NIKE

Winner Stays. ft. Ronaldo, Neymar Jr., Rooney, Ibrahimović, Iniesta & more

Published April, 25th

101 027 884 views

2



NIKE

The Last Game ft. Ronaldo, Neymar Jr., Rooney, Zlatan, Iniesta & more

Published June, 9th

74 389 163 views

3



TURKISH AIRLINES

Drogba vs. Messi: #EpicFood (Official full length version)

Published November, 14th

60 874 538 views

4



SAMSUNG

#GALAXY11: The Training

Published May, 13th

55 363 275 views

5



BUDWEISER

Budweiser Super Bowl XLVIII Commercial – "Puppy Love"

Published January, 29th

54 378 695 views

6



ALWAYS

Always #LikeAGirl

Published June, 26th

47 704 706 views

7



ADIDAS

The Dream: all in or nothing ft. Messi, Alves, Suárez, Özil, RVP and more

Published May, 24th

39 266 966 views

8



GILLETTE

Lionel Messi & Roger Federer Trading Places Gillette #InnerSteel

Published February, 2nd

33 827 950 views

9



SAMSUNG

Samsung GALAXY S5 - Official Introduction

Published March, 4th

29 596 394 views

10



CORNETTO

The Dream: all in or nothing ft. Messi, Alves, Suárez, Özil, RVP and more

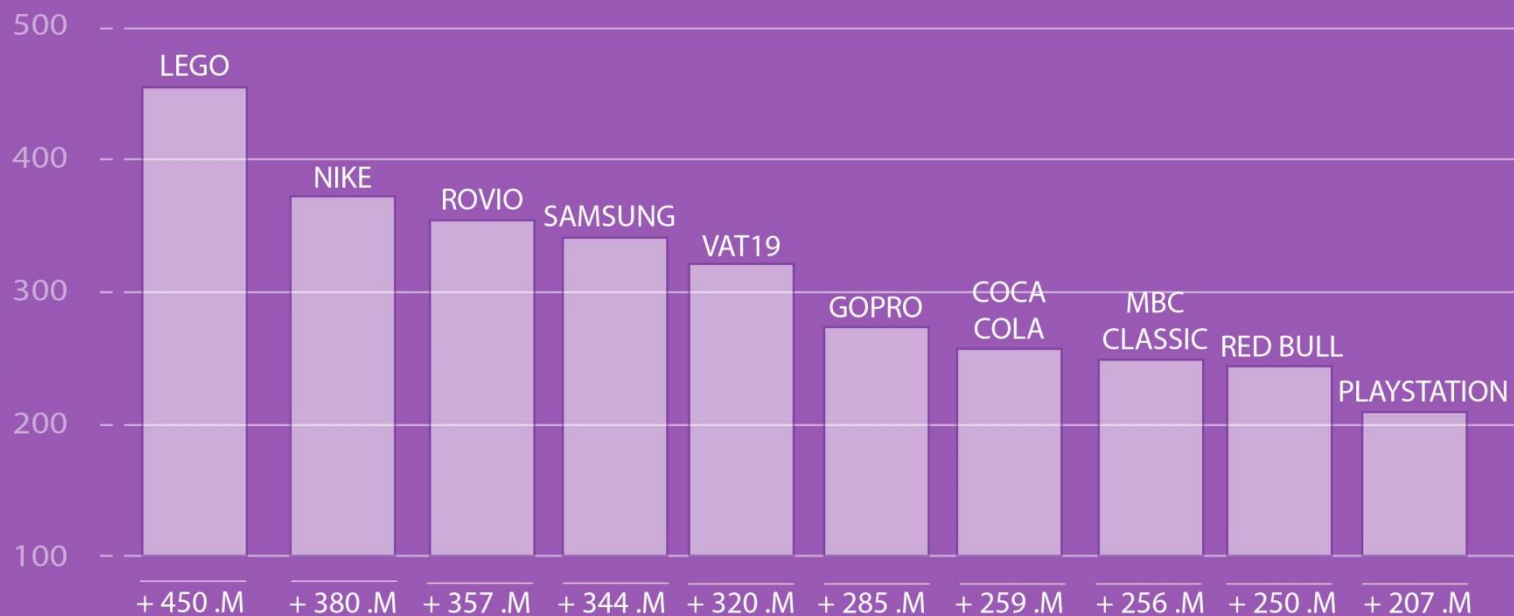
Published May, 24th

28 785 801 views

TOP 10 BRANDS MOST gained VIEWS

Even without any video ranked in our Top 10, Lego gets #1 confirming a long lasting interest in their products

Views
in millions

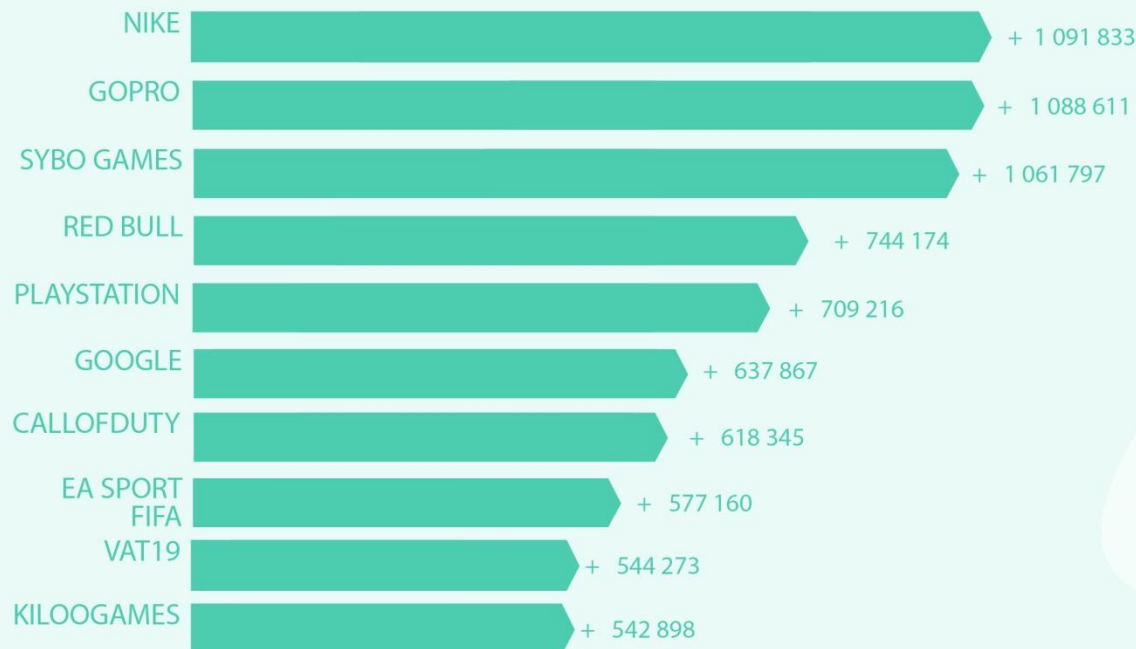


More views are great but more subscribers is even better and Nike has proven its ability to gather loyal visitors in 2014

TOP 10 BRANDS MOST gained SUBSCRIBERS



Evolution of subscribers in 2014



WIZDEO

Worldwide leader in YouTube performance tracking & a leading MCN in Europe.

Created in 2008, Wizdeo provides:

- * Strategic consulting for brands & media on YouTube and branded content with Youtubers
- * Outstanding performance software tools for brands and media companies
- * Video distribution and audience development for creators and video producers

Wizdeo is one of the leading multi-channel networks in Europe and a worldwide leader in real-time performance tracking of YouTube channels.

